

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Blum et al. Confirmation No.: 6633
Appl. No.: 10/759,167 Art Unit: 2632
Filed: January 20, 2004 Examiner: Mullen, Thomas J
Title: INTERACTIVE AND DYNAMIC ELECTRONIC
FLOOR ADVERTISING/MESSAGING DISPLAY

Docket No.: 051681 / 315849 (formerly 13561 / 535)
Customer No.: 00826

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT
37 CFR § 1.115

In response to the final Office Action dated **March 3, 2006**, please amend the above-identified application as follows as provided in this Preliminary Amendment filed with a Request for Continued Examination:

Amendments to the Claims are reflected in the listing of claims beginning on page **2** of this paper.

Remarks in Response to the Office Action begin on page **9** of this paper.